

Grant Agreement: 768936



D7.2: DISSEMINATION AND COMMUNICATION PLAN



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SUMMARY

This Dissemination and Communication Plan (DCoP) is a deliverable (D7.2) of the TEMPO – Temperature Optimisation for Low Temperature District Heating across Europe - Project, which is funded by the European Union’s Horizon 2020 Programme under Grant Agreement 768936.

In Work Package 7 (WP7) the TEMPO consortium will put in place a communication and dissemination infrastructure which will be maintained throughout the project. The DCoP defines this strategy and details all the outreach activities to be carried out by the project partners under WP7 as Task 7.1 Communication campaign, Task 7.2 Dissemination and communication strategy plan, Task 7.3 Dissemination campaign: publications, presentations and knowledge transfer events and Task 7.4 Dissemination and contact with sister projects and with EU policy makers. The work will be carried out throughout the project lifetime (October 2017 to September 2021).

Example of activities to be implemented as part of the tasks are: defining the project visual identity, designing and producing project promotional materials, ensuring online presence, publications, organising and contributing to events as well as interacting with stakeholders.

A first version of the DCoP is submitted at month 6 of the project so that all TEMPO partners have information relevant to WP7 and their expected contributions over the project lifetime.

All activities carried out in WP7 will be evaluated in relation to the objectives and deliverables set up. If necessary the dissemination and communication strategy can be adjusted and lessons will feed into the next wave of communication. At month 48, a final update of the dissemination and communication status report will be formally submitted to the European Commission.

TABLE OF CONTENTS

1 Introduction	7
1.1 The dissemination and communication strategy plan Error! Bookmark not defined.	
2 Aims, goals and objectives	8
2.1 Aims	8
2.2 Goals	8
2.3 Objectives	8
3 Target audiences	9
4 Messages	11
4.1 Short project outline	11
4.2 One sentence description of project	12
4.3 Tagline	12
4.4 General key messages	12
4.4.1 Key message 1	12
4.4.2 Key message 2	12
5 Strategy and Tactics	13
5.1 Communication Campaign	13
5.1.1 Visual identity	13
5.1.2 Promotional materials	14
5.1.3 Website	14
5.1.4 Social media	15
5.1.5 Newsletter	15
5.1.6 Press activities	15
5.2 Events	16
5.3 Networking	16
5.3.1 Cooperation with other EU projects	16
5.4 Dissemination	17
5.4.1 Journal articles and conferences	17
5.4.2 Demo site visits and workshops	17
5.4.3 Presenting final results and major outputs	17
5.4.4 Communication with European Commission	18
6 Timeline and calendar	19
7 Roles, management and procedures	22
8 Evaluation and monitoring	23

GLOSSARY / LIST OF ACRONYMS

ACRONYM	DEFINITION
DCoP	Dissemination and Communication Plan
WP	Work package
M	Month
LT	Low temperature
DH	District heating

1 INTRODUCTION

The Dissemination and Communication Plan (DCoP) presents the strategy that the TEMPO project partners will use to disseminate and communicate its activities and results to the outside world. It provides information about the activities to be carried out during the project cycle. The strategy aims to guarantee that knowledge generated will be made available to the widest audience to optimise its exploitation potential and later opportunity for market uptake. It also aims to promote project visibility.

Dissemination will include all means of sharing project scientific results within the scientific community. Communication activities are broader and will include activities to raise awareness of a project importance and results among several audience targets such as the media, the general public, policy-makers, the industry etc. The dissemination and communication strategy plan has been devised by EHP who will coordinate it together with:

- VITO
- NODA
- AIT
- Thermaflex
- Solites
- Smet GWT
- Vattenfall
- ENERPIPE
- A2A
- Halmstad University

The dissemination and communication activities will be carried out in WP7 and as WP leader EHP will manage the evaluation and monitoring. The tasks under this WP will be carried out throughout the whole project period from month 1 to month 48.

The DCoP serves to plan the use of a diverse range of tactics to promote and market the whole TEMPO concept from vision to deployment. The plan will ensure that the project partners tailor the selection of channels and activities to fit the respective target group for optimum impact within the available budget and timeline.

A diverse range of communication tools will be employed to promote the TEMPO concept from vision to deployment. An integrated communication strategy will be employed, where all channels support and complement one another in order to maximise impact.

The strategy described in the DCoP outlines concrete implementation measures to be taken with the aim of promoting the TEMPO project's objective, outcomes and main milestones, by detailing:

- Aims, goals and objectives - Why to disseminate and communicate?
- Target groups - to whom to disseminate and communicate?
- Key messages - What to disseminate and communicate?
- Strategy and tactics - How to disseminate and communicate?
- Timeline and calendar - When to disseminate and communicate?
- Roles and Responsibilities - Who will disseminate and communicate?
- Evaluation and monitoring - Impact assessment and monitoring

2 AIMS, GOALS AND OBJECTIVES

2.1 AIMS

The dissemination and communication strategy of the TEMPO project generally aims to guarantee that knowledge generated in this project will be made available to the widest audience to optimise and enhance its exploitation potential (more users, more uses) and later opportunity for market uptake. It also aims to promote project visibility, and foster and drive EU research.

2.2 GOALS

More specifically, the **dissemination strategy goal** is to connect the project research and practical outcomes with the adequate target communities, in due time and via the appropriate methods, so that those who can contribute to the progress, assessment, uptake and exploitation of the project results can be engaged to participate. The **communication strategy goal** is to promote the TEMPO mission, outcomes and main milestones.

2.3 OBJECTIVES

To achieve these goals a number of specific dissemination and communication objectives have been defined.

Dissemination objectives are to maximise the projects impact by:

- Making the TEMPO knowledge base, tools and practices available
- Increasing the consortium's exploitation potential of the TEMPO solutions
- Facilitate partnerships with stakeholders to exploit TEMPO tools and innovations
- Fostering the use and replication of the TEMPO breakthroughs in further research

Communication objectives are to:

- Attain visibility of TEMPO among scientific, policy, end-user and sister project audiences
- Raise public awareness about TEMPO achievements
- Raise awareness on the role of district heating cooling and digitalisation in decarbonising the EU's energy system
- Facilitate two-way exchanges with EU citizens

3 TARGET AUDIENCES

The DCoP lists the methods and engagement tactics to be used to reach out to the identified target audiences. The table below shows the identified target groups and the stakeholders in each target group, with the respective messages to convey to the groups and the relevant communication and dissemination channels that will be used. A first activity schedule for the various channels is included in this DCoP, section 6. *Timeline and calendar*.

Table 1: Overview of the target audiences, the messages and the TEMPO communication and dissemination channels.

TARGET GROUPS	MESSAGES	COMMUNICATION DISSEMINATION CHANNELS
Industry Energy service companies Energy system operators Automation companies Substation manufacturers SMEs Utilities Public and private research institutes IT companies working on one of the innovations	Results on demonstrated solution packages Results of the innovative business models Benefits of the solution packages for the different industrial stakeholders	Technical conferences Newsletters Communication materials, (brochure, leaflets etc.) Project website Dedicated workshops, demo site visits and a TEMPO final conference
Policy makers and public authorities EU States Region (Province/State/ Department) City councils	Results of the demonstrated solution packages and business models in function of the challenges proposed on policy level	Project website Communication material (brochures, leaflets, etc.) Conferences
Building owners	To create public awareness results will be shared: General results on demonstrated solution packages General benefits, including the specific benefits of participation in low temperature district heating networks for the building owner	Social media Project website Conferences Communication material (brochures, flyers) Organised demo sites visits

<p>End consumers/users Local citizens Non-profit organizations Local businesses Educational institutions Local policy-makers</p>	<p>To create public awareness results will be shared: General results on demonstrated solution packages General benefits, including the specific benefits of participation in low temperature district heating networks for the end consumer</p>	<p>Social media Press releases (Media) Project website</p>
<p>Media</p>	<p>To create public awareness results will be shared: General results on demonstrated solution packages Benefits of participation in LT DH networks for different stakeholders</p>	<p>Press relations Social media Project website Trade exhibitions</p>
<p>Scientific community Researchers from multiple disciplines: Energy efficiency DHC Grid monitoring Fault detection</p>	<p>Technical and general results on specific innovations Technical and general results of demonstrated solution packages</p>	<p>Articles in high impact factor peer-reviewed journals Project website Attendance to conferences and seminars</p>
<p>General public EU citizens Civil society</p>	<p>To reach out and engage the general public to prompt dialogues and encourage two-way exchanges, making the project accessible to a non-expert audience</p>	<p>Project website Social media Press releases (Media)</p>

4 MESSAGES

The information that will be relayed to the targeted audiences will include key messages carefully chosen and tied to all communication activities and materials.

The content of the TEMPO communications is divided into two main categories:

- The project research activities to be understood by non-specialists, including:
 - 1) Mission and objectives
 - 2) Knowledge and results
- Information about the public policy perspectives of the EU research and innovation funding, comprising:
 - 1) The role of the TEMPO knowledge and tools in moving the energy transition forward
 - 2) The impact of TEMPO activities in everyday lives (development of new technologies, improved lifestyle of end users)
 - 3) Future prospects of TEMPO results in policy, industry and research

To start with, some messages have been developed. Once the project progresses these messages may be updated and refined.

4.1 SHORT PROJECT OUTLINE

The TEMPO - Temperature Optimisation for Low Temperature District Heating across Europe – project develops technical innovations that enables district heating networks to operate at lower temperatures. By decreasing the temperature in the systems, it reduces heat losses and allows a higher share of renewable and excess heat to be used as heat sources. The use of these heat sources will be crucial to adapt current district heating systems and create new ones suitable for a sustainable energy system.

Six technological innovations that contribute to minimising the temperature in networks and enables a cost-efficient implementation of low temperature networks will undergo final development in TEMPO. Each of the innovations can bring value to most district heating networks individually. However, the main strength of this project lies in the combination of the individual technologies into solution packages for dedicated application areas. Three solution packages customised to three different application areas, that together covers 90% of the district heating market in Europe, will be tested in selected representative demos:

- New urban low temperature district heating networks
- New rural low temperature district heating networks
- Existing high temperature district heating networks

Additionally, TEMPO will develop innovative approaches to consumer empowerment enabled by digital solutions. The project will also develop new business models and demonstrate their replication potential for the roll-out of sustainable and economically viable district heating networks across the EU.

TEMPO kicked off in October 2017 and will run for four years. It is funded by the European Union's Horizon 2020 Programme for Research and Innovation grant number 768936.

4.2 ONE SENTENCE DESCRIPTION OF PROJECT

The TEMPO project develops technical innovations that enables district heating networks to operate at lower temperatures, adapting them to a future sustainable energy system.

4.3 TAGLINE

A first tagline has been proposed, focusing on the fact that TEMPO innovations are aiming to develop solution packages for the next generation of district heating networks.

TEMPO - Towards a sustainable future for district heating

4.4 GENERAL KEY MESSAGES

A number of key messages will be developed and used in the dissemination and communication activities. Below are the first draft key messages, they may be further refined, updated and complemented with additional ones as the project evolves.

4.4.1 KEY MESSAGE 1

Why do we need low-temperature district heating?

Today's district heating systems are made mainly for fossil fuels that easily generates high temperatures. To create tomorrow's district heating systems, adapted to a sustainable energy system, we need to use non-fossil heat supply such as renewable and excess heat that are generally characterised by lower temperatures.

4.4.2 KEY MESSAGE 2

Each of the TEMPO project's technical innovations bring value to district heating networks individually. However, the main strength of this project lies in how it combines these innovations to cover three different types of district heating networks that together covers 90% of the market in Europe.

5 STRATEGY AND TACTICS

The TEMPO concept will be promoted and marketed from vision to deployment through the strategic use of a diverse range of tactics and tools. The selection of communication channels and activities will be tailored to fit the respective target group for optimum impact within the available budget and timeline.

Besides dissemination communication activities to inform about technological knowledge gained and research outcomes, TEMPO will broadly relay information through the adoption of a large variety of distribution channels that will be targeted at professional and public audiences.

The internal communication (between project partners) supporting the external communication and dissemination first of all follows the procedures laid out in the *Project Handbook (D8.1)*. The DCoP complements will complement these procedures by adding internal reminders, lists and documents that will be used by the partners to contribute to the overall communication and dissemination effort.

EHP will, after the finalisation of the dissemination and communication plan, set up and maintain the internal coordination needed (list of activities, reminders and other documents needed) to execute the communication and dissemination activities of the consortium. Other project partners will contribute by adding content to needed lists and documents.

The communication and dissemination activities will be divided into four phases. The length of each phase will be defined together with the TEMPO partners, and include:

- Awareness phase (M1-M25): focus is on awareness raising before there are any project results
- Engagement phase (M26-M43): focus is engagement and dissemination of project results
- Forward looking phase (M43-M48): focus on next steps and continuation of project results
- Sustainability phase (after the end of the grant period M48): focus on maintaining communication channels after the end of the project

5.1 COMMUNICATION CAMPAIGN

The communication campaign will involve the work done under and the outputs from all other WPs, it will therefore run in parallel throughout the project. Other key results to be disseminated will be identified by the project coordinator and WP leaders and communicated timely to the communication and dissemination leader EHP.

5.1.1 VISUAL IDENTITY

A logo and a visual identity was created in M3 to ensure brand consistency in all communication by EHP. The visual identity is presented in the Project Branding Handbook which guides the TEMPO partner on the visual identity and provides information about:

- Logo
- Colour palette
- Typography
- Instructions to correctly reference the funding source
- Report template
- PowerPoint template

5.1.2 PROMOTIONAL MATERIALS

Promotional materials will be designed to increase the project's visibility and they will display the EU emblem, the Horizon2020 funding source and, if appropriate, a disclaimer. These materials will be produced by EHP and include:

- Factsheet
- Poster
- Roll-up banner

All project documentation will be made available on the project website. Priority will be given to circulate project documents in electronic format, in order to keep the environmental impact of dissemination activities low.

5.1.3 WEBSITE

A project website for the TEMPO project has been developed by EHP in M4 and it will be continuously updated as the project develops. This website www.tempo-dhc.eu will act as the main source of information and centre of dissemination activities to ensure a proactive outreach towards key stakeholders. The website has been developed in such a way that it can easily be refreshed with new images and texts during its lifetime. Moreover, it is built in such a way that it is easy to add further detailed content to the it as the TEMPO projects evolves.

The design of the TEMPO website has been developed according to the visual identity presented in the project branding handbook in order to give all communication material a coherent style. The URL of the TEMPO project website is www.tempo-dhc.eu and the website is online as of 31 January 2018. The WP7 leader EHP was responsible for setting it up and will be maintaining it until the end.

The website features, among other things, in its current version:

- A vertically flowing homepage that highlights important parts of the project
- A project outline
- Information about the consortium partners with links to their websites
- Descriptions of the demonstration sites
- Information about the deliverables
- Descriptions of the innovations
- News
- Engagement: link to newsletter and twitter as well as a contact form or email

The website will feature information about the main results and outcomes later in the project cycle.

The WP7 leader will initiate a web-linking strategy with partner organisations and projects to raise the profile of the project. The website will be available in English and remain online at least two years after the end of the project. As WP7 leader EHP will continue to coordinate the website while the other partners will contribute with content as the project evolves. The unique number of visitors to the website will be monitored.

5.1.4 SOCIAL MEDIA

The TEMPO project results will be actively shared with different online communities (scientific, policy, business and local end-users) by different social media channels (e.g. Twitter and LinkedIn). Both accounts will be set up in the awareness phase and maintained for the project lifetime. EHP will be responsible for maintaining the accounts and all other partners will contribute with content as the project evolves.

The dedicated Twitter handle is **@tempo_dhc** and it will be used to share updates at key project milestones. It will also be used to communicate about the project regularly and when relevant try to redirect followers back to the website to boost traffic.

@tempo_dhc will follow key users who are active in the debate on energy, district heating and other related projects. Project partners will also promote the TEMPO project via their Twitter accounts and retweet information from **@tempo_dhc** regularly.

5.1.5 NEWSLETTER

The TEMPO project website features a newsletter 'sign-up' option for visitors who would like to receive regular project updates. To create a mailing list network, the partners will give input on potentially interested stakeholders that will be invited to sign up the TEMPO newsletter.

The TEMPO mailing list will be managed by EHP who will also coordinate the bi-annual newsletters, in compliance with the legal framework.

The content will be drawn from project updates and any other relevant information linked to the theme of TEMPO. A professional emailing solution will be used for sending out the newsletter in order to monitor and maintain the mailing list. Target groups will be segmented and regular analysis will be carried out on newsletter results (opens and clicks) to optimise the impact.

All issues will be accessible on the website. They will also be announced and distributed via the social media channels and through the partners' networks. EHP will be responsible for managing and editing the newsletter while all other partners will contribute with content concerning the project.

5.1.6 PRESS ACTIVITIES

Press activities are planned to share results via scientific and specialised media such as:

- DHC+ and Euroheat & Power newsletters
- Magazines such as Cordis, EU Research and Horizon 2020 Projects

When relevant throughout the project - key findings or key project milestones - information will be shared with journalists directly and, if relevant, written up as press releases and sent to the partners' media contacts.

5.2 EVENTS

The TEMPO project will be presented at external conferences and events. The TEMPO project will additionally organise its own workshops and a final conference. See more information in section 5.5 *Dissemination* of this DCoP.

The events attendance strategy will require all partners' participation at external seminars, conferences and workshops. Partners representing ReUseHeat at events will take an active role providing information on the project at exhibition stands, giving presentations, and participating in meetings with key stakeholders.

EHP will set up a list of relevant events that will be regularly updated with input from the other project partners. The list will include:

- Responsible Partner
- Date
- Event name and location
- Type/topic of presentation or other contribution
- Target group/participants
- Number of Participants
- Objective of the event
- Outcomes following participation
- Link to presentation or event website if available

5.3 NETWORKING

A network will be established to connect the consortium with existing projects, relevant policy actors and initiatives in the field for better dissemination impact.

5.3.1 COOPERATION WITH OTHER EU PROJECTS

The exchange of experiences with other sister projects will be fostered and clustering activities will be organised. Concretely, two workshops will take place with related DH network projects to exchange experiences and provide relevant feedback on the demos. EHP's network will be fully exploited for gaining additional contacts. The workshops are foreseen to take place in Brussels and will be organised by EHP

TEMPO is linked to the EU project STORM which is in its finishing phase. As such TEMPO will actively seek cooperation with this and other ongoing EU projects with the aim of disseminating findings from TEMPO through existing networks. TEMPO will also have the possibility to communicate results on the DHC+ and Euroheat & Power homepages and through their respective newsletters.

This an indicative list of projects that could potentially be interested in TEMPO's results:

- COOL DH
- ReUseHeat

- LowUP
- PLANHEAT
- InDeal
- E2District
- MPC-GT

5.4 DISSEMINATION

5.4.1 JOURNAL ARTICLES AND CONFERENCES

The TEMPO project will publish articles in international peer-reviewed journals, and results will be presented at relevant conferences in order to disseminate within the scientific/technology community. WP7 leader EHP will coordinate the activities, while VITO will undertake the technical guidance. The TEMPO consortium will ensure open access of the scientific articles published. At least two articles will be published within TEMPO, comprising all the innovation potentials. Examples of printed and online publications include EuroHeat&Power Magazine and Decentralised Energy

In addition, each scientific TEMPO partner will present project results at minimum 3 conferences (national/EU level) during the project duration. Presentation at external conferences will promote a wider EU dissemination measure. EHP and VITO aim to jointly present at least 6 external conferences to disseminate TEMPO's results. Conferences, taking place on an annual or bi-annual basis will be considered, those relevant include:

- Euroheat & Power events
- Euroheat & Power Congress www.ehpcongress.org
- Global District Energy Days www.2018dedays.org
- DHC+ events
- International Symposium on District Heating and Cooling www.dhc2018.eu
- 4DH conference www.4dh.eu
- AGFW (German association for district heating and cooling) events

5.4.2 DEMO SITE VISITS AND WORKSHOPS

Several demo site visits will be organised in conjunction with three dedicated workshops, explaining TEMPO innovations in detail. Focus will be placed on regional actors (industry, investors etc.) and target countries (Germany, Austria, Italy, Scandinavia). These workshops will be held after 2018.

- Workshop 1: Germany – Solution package for new low temperature district heating networks in urban areas (Vattenfall demo)
- Workshop 2: Germany - Solution package for new low temperature district heating in rural areas (Enerpipe demo)
- Workshop 3: Italy – Solution package for low temperature district heating in existing networks (A2A demo)

5.4.3 PRESENTING FINAL RESULTS AND MAJOR OUTPUTS

A TEMPO final closing event will be organised at M48 to ensure the project and its results has the greatest level of impact. The milestone event (M44) will be organised to present

the project's final results and major outputs.

There will be dedicated sessions targeting the industry, local stakeholders and interested citizens to ensure maximum uptake of the TEMPO solutions. The content of the sessions will be adapted to meet the needs of the target audience. The innovations, associated business models and thus commercial opportunities for all relevant stakeholders will be presented during the dedicated sessions.

The event will target all possible beneficiaries - from private companies, to local authorities, to public institutions, investors and NGOs. The event format will leverage the expertise of WP7 leader EHP in organising such events.

It is the intention that the TEMPO closing event can be organised alongside another key event that would be taking place around place district energy at that time (Q4 2021). The event will take place near to one of the demo sites with the aim to fully exploit the project's potential in this region.

5.4.4 COMMUNICATION WITH EUROPEAN COMMISSION

In dialogue and communication with policy makers it will be important to highlight the TEMPO innovations as a sustainable and economically viable approach to improving the performance of district heating networks across the EU.

Furthermore, EHP as WP7 leader will guarantee a timely communication with the Project Officer at the European Commission and at policy level. The aim will also be to facilitate the possibility for TEMPO to be presented at DG Energy, EASME large-scale events and focused thematic workshops, e.g. Energy Efficiency Days. The overall goal of being present at such occasions will be to create political awareness of optimised intelligent district heating and cooling systems and to highlight the important role they can play in the EU's present and future energy systems. That way the TEMPO project may contribute with inputs to the debate on policy, as well as legislative and regulatory framework within the EU and beyond.

6 TIMELINE AND CALENDAR

The timeline of the different TEMPO project communication activities are described below according to the different phases (awareness, engagement, forward-looking and sustainability phases).

Table 2: TEMPO Dissemination and Communication activity schedule.

DISSEMINATION & COMMUNICATION ACTIVITIES	CHANNELS & SUPPORTS	COMMUNICATION TARGETS	RESPONSIBLE & CONTRIBUTING PARTNERS
AWARENESS PHASE: M1 – M25			
Design of the project identity (including acknowledgement of EU funding)	Project logo	Project logo ready by M3	Responsible: EHP
	Project templates	Templates (deliverables, reports) ready by M3	Responsible: EHP
	Reference PowerPoint	Template ready by M3	Responsible: EHP
Set up of the online communication channels	Website	Website for general public launched at M4 Relevant updates Monitoring of individual visits	Responsible: EHP Contributing: ALL
Set up social media account	Social media	Twitter account to general public set up at M4 LinkedIn page to be set up Relevant updates	Responsible: EHP Contributing: ALL
Announcement of the project	e-Newsletter	Bi-annual Issue 1 of the project e-Newsletter at M6 (adjustment: slightly later to adapt to new legislation)	Responsible: EHP Contributing: ALL

Production of the project documentation: promotional material	Roll-up banner	To be produced by M12	Responsible: EHP
	Poster	To be produced by M12	Responsible: EHP
	Fact sheet	To be produced by M12	Responsible: EHP
ENGAGEMENT PHASE: M25 – M43			
Organisation of activities addressed to engage in exchanges with regional actors ¹ and target countries ² .	Workshops	DEMO Workshop 1 DEMO Workshop 2 DEMO Workshop 3 Policy/clustering workshops x 2	Responsible: EHP together with each DEMO Contributing: ALL
Outreach to media	News sites, websites, magazines, newspapers etc.	Articles on project outcomes	Responsible: EHP Contributing: ALL
Scientific results dissemination	Scientific peer-reviewed journals	At least 2 articles published during the project period	Coordination: EHP Technical guidance: VITO
	Present TEMPO at external conferences	At least at 6 external conferences (EHP & VITO jointly) Each scientific TEMPO partner will present project results at minimum 3 conferences (national/EU level)	Coordination: EHP Technical guidance: VITO Responsible: EHP & VITO(6 conferences) Responsible: Each scientific partner (3 conferences each)
Promotion through the project communication channels	Website	Relevant updates	Responsible: EHP Contributing: ALL
	e-newsletter	Bi-annual	Responsible: EHP Contributing: ALL
	Social media	Relevant updates	Responsible: EHP Contributing: ALL
FORWARD LOOKING PHASE: M44 – M48			
Explanation of	Website	Main results and	Responsible: EHP

¹ Industry, investors etc.

² Germany, Austria, Italy and Scandinavia.

future prospects (use in policy and future research)		outcomes section added to website	Contributing: ALL
	e-newsletter	Bi-annual	Responsible: EHP Contributing: ALL
	News sites and websites	Articles on project outcomes	Responsible: EHP Contributing: ALL
Scientific results dissemination	Scientific peer- reviewed journals	At least 2 articles published during the project period	Coordination: EHP Technical guidance: VITO
Visibility	Social media	Relevant updates	Responsible: EHP Contributing: ALL
Production of the project documentation: Project brochure	Brochure	To be produced by M40	Responsible technical content: Solites Responsible layout: EHP
Present innovations, associated business models and thus commercial opportunities for all relevant stakeholders	Final conference	Q4 of 2021 before end of M48	Responsible: EHP Contributing: ALL
SUSTAINABILITY PHASE: AFTER M48			
Maintenance of the communication channels after the project end	TEMPO website	Online at least 2 years after the grant period; project results available on EHP website in parallel and beyond that period.	Responsible: EHP

7 ROLES, MANAGEMENT AND PROCEDURES

The DCoP will help to highlight the communication levels (EU/national/regional) and the responsibilities attributed to each partner under WP7 as specified in the TEMPO Dissemination and Communication activity schedule presented in table 2. The output in terms of dissemination and communication carried out in WP7 is based upon results and information from other WPs. This means that the contribution of all partners as specified in the activity schedule, is crucial for a successful implementation of WP7. It will be implemented from M1 to M48. EHP will lead WP7 and all other partners will support the communication and dissemination activities.

8 EVALUATION AND MONITORING

The TEMPO project's dissemination and communication strategy is laid out in this DCoP and the report on dissemination and communication activities, which will be updated continuously throughout the project.

Evaluation is an important part of the communication and dissemination strategy and of the project objectives and project periodic reporting. The WP leader, EHP, will make sure that all activities will be evaluated and follow up in relation to the objectives and deliverables set up. Evaluation will take place to guarantee both timeliness and quality of communications but also their effectiveness. Thanks to the results of the evaluation, if necessary the dissemination and communication strategy can be adjusted and lessons will feed into the next wave of communication.

The DCoP will be updated and evaluated regularly, every 6 months at the General Assembly meetings. A first update of the dissemination and communication status report will be submitted at M24 and a final update at M48.

In order to measure the quality and success of the TEMPO communication and dissemination efforts, a continuous monitoring of deliverables and other quantitative results will be done. Whenever required, the TEMPO partners will thus be able to make adjustments. EHP will set up a document where all partners can insert information about the communication or dissemination activity they have engage in. This document will collect the information such as type of activity, type of target groups reached (if possible) and the number of people reached etc.

Table 3: Deliverables and expected results for communication and dissemination tools and activities.

DISSEMINATION COMMUNICATION EFFORT	EXPECTED RESULT	DELIVERABLE(S) IF EXISTENT & STATUS
Project logo	Delivered by M3	
Project templates	Delivered by M3	
Social media	No date defined Monthly updates Report on activity and followers	Twitter activated by M4
TEMPO website	Website delivered at M4 Monthly news Website main results and outcomes section launched by M44 Online at least 2 years after the grant period; project results available on EHP website in parallel and beyond. Report on number of unique visitors per year and news posts	D7.1
Newsletter	Issue 1 at M6 (to be adjusted) issue 2 at M12 issue 3 at M18 issue 4 at M24 issue 5 at M30 issue 6 at M36	
Roll-up Banner Poster Factsheet	To be delivered Report on distribution results	
Brochure	To be delivered Report on distribution results	

Dissemination and Communication Plan	Dissemination and Communication Plan ready by M6. Plan updated and evaluated regularly at the General Assembly meetings.	D7.2
Dissemination and Communication status report	First update of the dissemination and communication status report at M24.	D7.3
Dissemination and Communication status report	Final update of the dissemination and communication status report at M48	D7.4
News sites and websites	Articles on project outcomes Report on outcome	
Scientific peer-reviewed journals	At least 2 articles published during the project period Report on outcome	
Workshops	1 workshop x 3 demos 2 policy workshops Report on attendance	
External events: conferences	At least at 6 external conferences (EHP & VITO jointly) Each scientific TEMPO partner will present project results at minimum 3 conferences (national/EU level) Report on outcome according to table to be created	
Final conference	M48 Report on attendance	D7.5